



BISSELL PET FOUNDATION

## FOR IMMEDIATE RELEASE

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## **BISSELL Pet Foundation Sponsors Free Pet Adoptions through the End of 2015**

*Foundation partners with Kent County Animal Shelter for "Home for the Holidays"*

GRAND RAPIDS, Mich., Nov. 18, 2015 – For the second consecutive year, BISSELL Pet Foundation will partner with the Kent County Animal Shelter (KCAS) to sponsor the "Home for the Holidays" campaign. The initiative to find loving homes for shelter pets covers 100 percent of pet adoption fees through the end of 2015. "Home for the Holidays" kicks off on November 23.

Due in part to BISSELL Pet Foundation's support in 2014, KCAS found homes for a record-breaking 1,028 pets and 270 of those pets were adopted during the "Home for the Holidays" campaign. Both organizations hope to increase that number this year and set a new record. No cost-adoptions have positive outcomes for pets; less time spent at a shelter equates to less time adjusting to a new home setting, ultimately creating an easier transition.

"With the support of the BISSELL Pet Foundation, we are again able to provide free adoptions for deserving pets in Kent County and make the holidays happier for families in our community," said Kent County Animal Shelter Supervisor Carly Luttmann. "All adopted pets will be up-to-date on vaccinations, spayed or neutered, and microchipped. There is a \$12 license fee required to adopt a dog."

BISSELL Pet Foundation's annual Blocktail party also helped KCAS fund the renovation and redesign of the cat room. Rather than being confined to individual kennels, cats will now have an open room to play in with an inviting space for potential adopters. The new room will provide more space with play equipment, where multiple cats can live together. This will help the cats adjust to the shelter and become better candidates for adoption.

"We are looking forward to the second year of the adoption program because last year was so successful," said Cathy Bissell, founder of the BISSELL Pet Foundation. "Last year, twice as many cats than the average per month were adopted. With the free adoption program, we're helping to save two lives – your pet and the pet who gets that open spot in the shelter, out of the cold and elements. We hope our community will rally around this important cause by visiting the KCAS and help a lucky pet find a forever home."

The adoption process remains the same and the KCAS requires a pre-adoption counsel and application. In lieu of the regular adoption fee, potential adopters are encouraged to donate canned pet food or new blankets.

The KCAS is located at 740 Fuller Ave NE, Grand Rapids, MI 49503 and can be reached at 616.632.7300. Shelter hours are Monday through Friday from 9:30 a.m. to 1 p.m., and 2-6:30 p.m. Adoptions are processed from 9:30 a.m. – noon and 2-5:30 p.m.

#### **About BISSELL Pet Foundation**

BISSELL Pet Foundation is a charitable 501(c)(3) non-profit organization with a mission to help reduce the number of animals in shelters and to support organizations dedicated to the humane care and treatment of animals through pet adoption, spay/neuter programs, microchipping and foster care. Founded in 2011 by Cathy Bissell, the BISSELL Pet Foundation is an extension of her long-standing love for animals and commitment to their welfare. The foundation is supported by BISSELL Homecare, Inc., a 139-year-old Grand Rapids-based floor care appliance brand in its fourth generation of family leadership. For more information visit: [www.bissellpetfoundation.org](http://www.bissellpetfoundation.org).

#### **About BISSELL Homecare, Inc.**

For 139 years and counting, Michigan-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier. As the top-selling brand in floor care appliances\*\*\*, BISSELL understands that fuller lives often mean more messes, and that convenient cleaning tools help us embrace life's messier moments. Now in its fourth generation of family leadership, the company supplies households across the globe with vacuums, sweepers, deep-cleaning machines, hard floor cleaners and cleaning formulas. For more on the BISSELL complete line of floor care products, visit [www.bissell.com](http://www.bissell.com).

*\*based on NPD sales data*

*\*\*2009 Survey completed by Kelton Global*

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